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**Name:** Examiner Jonathan Ouellette  
**Company:** USPTO/GAU 3629  
**Phone No:** 703-605-0662  
**Fax No:** 703-872-9306

**FROM:** Ramraj Soundararajan**YOUR FILE:** 09/658,632

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**In re Application of:** Megiddo et al.**Serial No.:** 09/658,632**Group Art Unit:** 3629**Filed:** 9/8/2000**Examiner:** Jonathan P. Ouellette**Title:** A System and Method for Improving the Effectiveness of Web Advertising

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ARC920000029US1  
09/658,632

**OCT 13 2004**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: Megiddo et al.

Serial No.: 09/658,632

Group Art Unit: 3629

Filed: 9/8/2000

Examiner: Jonathan P. Ouellette

Title: *A System and Method for Improving the Effectiveness of Web Advertising*

**AMENDMENT AFTER FINAL**

MS AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the outstanding office action of 7/13/2004, please amend the above-identified application as follows:

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